



BY THE NUMBERS:

Boosting the Impact of Cloud Service Commerce

Providers in a range of verticals—including telecommunications and ISP—are already selling cloud services to increase customer retention, drive new revenue, and position themselves at the forefront of cloud innovation.

The ISPs that see the most success, however, focus on implementing a series of key best practices. Read on to see how much these actions can move the needle when it comes to the critical metrics that define cloud service commerce success.



The Comparative Advantages of Best Practices

Here are the best practices for selling cloud services, and the comparative advantages they can deliver.

1 PLATFORM INTEGRATIONS

Integrate your marketplace to unify service delivery with existing backend systems.

Without Advantage With Advantage

1X → 3.7X

More unique visitors

2 ANCHOR SERVICE

Cross-sell a leading third-party service or add-ons that integrate to your core offering.

0.1% → 13.2%

Paying subscriber

3 BUNDLES

Package marketplace apps with core services and contracts.

1.1 → 3.3

Number of subscriptions per company

4 ASSISTED SALES

Enable your sales team with the right tools and align them with incentives.

\$42 → \$139*

Average payment

5 HUMAN ELEMENT

Offer premium tech support to assist with activation, onboarding, and ongoing help.

3.8% → 1.6%

Marketplace monthly churn rate



TREND SNAPSHOT

Source: AppDirect research and marketplace aggregate data

* Portion of increase in average payment size driven by increase in yearly versus monthly payments with a sales team

Complement Your Existing Technology for Better Results

Many ISPs already have the technology assets and capabilities to start offering cloud services and implement these best practices. The AppDirect platform can help you get to market quickly and cost effectively by complementing your existing IT to help you meet your business objectives. Visit www.appdirect.com to learn more.

ABOUT APPDIRECT

AppDirect is the leading platform for selling, distributing, and managing cloud-based products and services. Its flexible, modular technology enables organizations of all sizes to get to market quickly and cost effectively with an offering that meets their individual business needs. AppDirect-powered marketplaces, billing, distribution, reselling, and premium technical support services help providers—including Comcast, ADP, Zendesk, Deutsche Telekom and others—connect more than 30 million businesses to solutions from Microsoft, Google, GoDaddy, and more. AppDirect is headquartered in San Francisco with 13 global offices.

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